

Service with a Smile



REFLECTIONS 2012

Dealer License Section Goals and Achievements

The goal of the Dealer License Section is to continue to progress with technology and provide quality service to our internal and external customer. The section has worked smarter and taken advantage of the technology to provide valuable information about our program on-line. Our customers have immediate access to this information 24/7.

Reflections 2012 showcases important moments in the section highlighting achievements, awards, successes, retirement and graduation! The year began on a positive note with the section being recognized with three prestigious Davis Productivity Awards for their very innovative ways to work smarter.

Several legislative changes impacted the Dealer License Section. Several databases to capture critical reports were created in SharePoint.

Historical moments of wind downs by top manufacturers were handled with professional ease by the section. As always the section was proactive and reached out to the manufacturers, dealers, and law offices to ensure that they received efficient assistance and experience a smooth transition.



About Us:

The Dealer License Section, Bureau of Issuance Oversight is an integral part of the Division of Motorist Services. Dealer License Section staff with complete knowledge of all applicable laws and procedures offer professional consultation and assistance services to the citizens of Florida, license applicants, tax collectors' offices, regional offices, other sections in the Department, law offices, law enforcement agencies, dealer training schools, and other state agencies.

Dealer License Section
Bureau of Issuance Oversight
Division of Motorist Services
Department of Highway Safety
and Motor Vehicles
www.flhsmv.gov



Come join us on a fun tour of the Dealer License Section!!

2012 Recap

Bad Check Tracking Database in SharePoint:

A new database called “bad check tracking” was created in SharePoint to capture the details on bad checks written by dealers to the tax collectors’ offices. The tax collectors’ offices are paid by the Department for the amount on the checks.

Dealer License Section staff receives the checks from revenue and forwards them to the attention of the regional offices so that the dealer can be contacted and the Department can be reimbursed.

The link to the Bad Check Tracking database in SharePoint is: <http://safetynet/DMS/FS/bfo/Lists/Bad%20Check%20Tracking/AllItems.aspx>.

Additions to the Department’s Website:

DLHQ 1-19 Procedures: The Dealer License Section updated the DLHQ procedures 1-19 and posted them on SharePoint. These procedures provide valuable information on the licensing procedures for dealers, manufacturers, importers and distributors. This can be accessed by the regional offices also.

License Fee Schedule: For the convenience of both internal and external customers a license fee schedule for all license categories has been posted on the Department’s website.

License Renewal Period Chart: For the convenience of both internal and external customers, a license renewal period chart for all license categories has been posted on the Department’s website.

Davis Productivity Awards

The Dealer License Section won three Davis Productivity Awards for:

- Creating a one page easy to complete modification form HSMV 86072.
- Adding line-make(s) at headquarters to a licensed franchise and recreational vehicle dealer’s existing location.
- Printing Dealer License Certificate on regular paper.

A-Z, Dealer Licensing Guide

The complex and diverse nature of the functions performed by the Dealer License Section require staff to be fully conversant with applicable Florida laws, Florida Administrative Code, legislative changes, system enhancements, procedures and policies, and be adequately trained in new advancements in technology. The staff spent a major portion of their work each day in research and procuring answers for their customers.

An A-Z Dealer Licensing Guide to assist the staff, internal and external customers that would not only save on time but also enhance the quality and efficiency of service was the best answer. A team was formed to achieve this goal. The team and the Dealer License Section staff compiled a list of topics derived from calls from customers, researched all the related Florida Statutes, definitions and procedures and links.

Continued on Page 9, please see A-Z Guide

FDLE Results Tracking Database for Staffing in SharePoint

As a part of the licensing process dealer applicants are electronically fingerprinted. The criminal history reports for the dealer applicants received from the Florida Department of Law Enforcement (FDLE) are reviewed to determine the eligibility of a dealer applicant. FDLE has given limited access to the staff to view the reports at their website. Since it is the responsibility of the Department to safeguard the public and consumers from deceptive trade practices, the need to be consistent in review and resolution of these cases became necessary. The Program Manager for the Dealer License Section suggested that a staffing team comprised of the staff, management and legal counsel that could meet periodically to review and discuss the cases would be highly beneficial.

A team of ten members was formed to develop a step by step process to review applicants with felony arrests and convictions. In order to achieve this, the staff would research thoroughly each charge on records, procure the charging and disposition documents from the applicant and compile the case for review at the staffing with the legal counsel. This process required the team to become familiar with legal terminologies and contact responsible agencies for clarifications on the charges. Staffing of cases could result in approval of a license issuance, intent to revoke a license or intent to deny a new license issuance. Typically a denial letter with an election of rights form is certified mailed to the applicant giving the applicant 21 days from the date of receipt of the letter to request a hearing with the Office of the General Counsel. A final order granting or denying license would be issued by the Department pursuant to the hearing. Most of the cases are discussed and resolved at the staffing. This change streamlined the process and has ensured consistency in review and resolutions. This not only safeguards the consumers and public from harm of deceptive trade practices but also allows businesses to flourish after their cases have been reviewed and resolved.

DLS Operating Manual

The Dealer License Section is a well trained staff that offers professional consultation and assistance services to the residents of Florida, license applicants, tax collectors' offices, regional offices, other sections in the Department, law offices, law enforcement agencies, dealer training schools, other state agencies and other state agencies. The Dealer License Section functions are very complex and diverse including issuance of licenses and regulation of fair trade in the industry to protect the residents of Florida from deceptive and unfair trade practices. This requires the staff to be fully conversant with applicable Florida laws, Florida Administrative Code, legislative changes, system enhancements, procedures and policies, and be adequately trained in new advancements in technology. A need to have an Operating Manual to enhance the quality of service and productivity of work was imperative. The Program Manager for the section suggested that an operating manual for the section would be of great assistance. A team of nine members was formed to develop an operating manual to capture the details of each job position in the section. In order to achieve this, each member was required to document details of their daily job and responsibilities in the order of priority with step by step process on how to execute them. The team put together the operating manual that captured details of the job and responsibilities for each position. A copy of the operating manual was placed at the work area of each employee in the section. This enhanced the quality of customer service, as staff members are able to assist all internal and external consumers by referring them to the manual. This has also increased productivity in the section. Managers and supervisors have found the manual to be an excellent reference and training guide to cross train staff and to train new employees. Valuable time has been saved and the efficiency of staff has improved.

Dealer License Section stands for Dedication, Loyalty, and Service!

Dealer Handbook Twelfth Edition

The Dealer License Section regulates the license issuance for motor vehicle, recreational vehicle, and mobile home manufacturers, importers and distributors and dealers. Staff receives many calls from prospective applicants, law offices, dealer training schools, regional offices and other state agencies with questions on licensing procedures, requirements and legislative changes from the Department. In order to assist the customers and reduce the number of calls, a team was formed to ensure the dealer handbook was in compliance with the requirements of the law and legislative changes, and provided adequate guidance to the customers. Detailed research of all the legislative changes that affected the bureau's functions and licensing procedures and requirements was conducted and Department forms were revised. The handbook was updated with detailed information and links to policies, procedures and forms and links to other websites associated with the Department.

The Dealer Handbook was posted on-line on the Department's website. The handbook is an excellent reference guide for motor vehicle, mobile home and recreational vehicle dealer, manufacturer, importer and distributor applicants, staff at the regional offices, tax collectors' offices, attorneys and other state agencies. It provides detailed information on licensing requirements, licensing procedures, departmental policies and procedures. The availability of the handbook on-line on the Department's website has proved to be an excellent resource for internal customers and external customers and resulted in a significant reduction in the number of calls as customers could obtain all the information they need on-line. Therefore, when prospective applicants apply for a license they have complete knowledge of the Florida Law and its requirements. The response from the customers and the dealer community has been very encouraging and positive. The Dealer Training schools also use it as a reference guide in their curriculums. The Dealer License Section staff and regional office staff is able to answer questions from customers and guide them to the site to find the right answers. The quality of customer service provided by staff is instant as the information is available on their computers and they are able to immediately respond to customer inquiries. This has improved the confidence level for our

Brochures

The complete licensing process for motor vehicle and recreational vehicle manufacturers, importers and distributors and the mobile home manufacturers is handled by the Dealer License Section. Before processing a license the staff ensures that the application and all supporting documents from the manufacturer, importer or distributor are in order, that the vehicle meets all the requirements with the National Highway Traffic Safety Administration and correct line-makes are assigned by the Federal Bureau of Investigations' National Crime Information Center. The process is intricate and involves several documents from the applicant to be reviewed for accuracy. Staff spends several hours a day explaining the requirements of the Florida Law to prospective applicants. Proper licensing of manufacturers ensures that the associated dealers retail and wholesale only the vehicles that are approved by NHTSA to be safe on the roads and highways. To make this process easier for the applicant and the staff of the Dealer License Section, a team was formed to create four brochures with licensing information and links as a quick reference guide for the applicants. Staff members are able to assist all internal and external consumers just by referring to the brochures. Applicants can print these brochures and carry with them as a quick reference guide. Managers and supervisors have found the brochures to be an excellent reference to assist applicants. Law offices and Dealer Training Schools who assist manufacturers and dealers have found this very helpful. This has increased productivity in the section. This is an ongoing savings in terms of cost and time for the Dealer License Section and the ten regional offices.

Dealer License Section: Where a Smile goes a long way!

IMPORTANT DOAH CASES

Pursuant to section 320.642, Florida Statutes, dealers can file a protest with the Department against the establishment or relocation of a dealer within 30 days following the date of the publication of the notice in the Florida Administrative Register. The Dealer License Section receives protests against the establishment or relocation notices published in the Florida Administrative Register. The staff prepares the cases and electronically submits them to the Division of Administrative Hearings (DOAH).

For the past few years the Dealer License Section has received cases of protests from dealers against changes in their dealer sales and service agreements and charge backs. Manufacturers file their petitions if the dealer has knowingly sold a vehicle to a customer who has exported it. These cases are complicated and have required the staff to be fully trained to read and analyze before preparing the cases for DOAH.

Pursuant to section 320.641, Florida Statutes, dealers can file a protest with the Department if any changes to their dealer sales and service agreement with their manufacturer are going to adversely affect their business.

Pursuant to sections 320.64 (25) and (26), Florida Statutes, dealers can file a petition to protest against charge backs. Typically a charge back is when a dealer claims warranty repairs and incentive claims from the manufacturer. The manufacturer pays the dealer and if discrepancies are found during the audit they charge the amount back to the dealer and the dealer may file a petition protesting against the charge back.

The manufacturer can audit the dealer for the 1 year period immediately following the date the warranty claim was paid.

The manufacturer can audit the dealer for the 18 month period immediately following the date the incentive claim was paid and 12 month period immediately following the date the warranty claim was paid.

Pursuant to section 320.64 (26), Florida Statutes, manufacturers can file a petition against their franchise dealers if they had an export policy agreement with their franchise dealers and the dealer sold or leased a motor vehicle to a customer who exported the vehicle to a foreign country or who resold the vehicle, unless the licensee proves that the dealer knew or reasonably should have known that the customer intended to export or resell the motor vehicle.

Termination notices received and DOAH cases submitted in 2012:

- 15 Cases were submitted to DOAH received from dealers protesting the establishment of another dealer (section 320.642, F.S.).
- 7 Cases were submitted to DOAH where dealers protested against charge backs and changes in their dealer sales and service agreements (sections 320.64 (25) (26), and 320.641, F.S).
- 23 Termination notices were received from manufacturers.

“The most effective way to achieve right relations with any living thing is to look for the best in it, and then help that best into the fullest expression.”

~ Allen J. Boone

New Legislation

HOUSE BILL 1101

House Bill 1101 was passed exempting the Salvage Dealers from garage liability insurance coverage. This law became effective 7/1/2012. Section 320.27 (3), Florida Statutes was amended to include this exemption for salvage dealers.

Due to the above legislative changes, salvage dealer license applicants will not be required to submit proof of garage liability insurance coverage with their application for a salvage dealer's license or renewal. A Dealer Advisory was sent to all salvage dealers, regional offices, Dealer Training Schools, and Associations.

HOUSE BILL 1223

The Bureau of Issuance Oversight, Division of Motorist Services advised the dealers, dealer training schools and associations regarding House Bill 1223. Effective January 1, 2013, pursuant to HB 1223, a dealer of heavy trucks as defined in s. 320.01(10), Florida Statutes, upon payment of the license tax imposed by s. 320.08(12), Florida Statutes, may secure one or more dealer license plates that are valid for use on vehicles owned by the dealer to whom such plates are issued while the heavy trucks are in inventory and for sale and are being used only in the state for demonstration purposes. The license plates may be used for demonstration purposes for a period not to exceed 24 hours. The license plates must be validated on a form prescribed by the department and must be retained in the vehicle being operated.

The Department has created a form HSMV 82084 for this purpose and will post it on-line for use effective January 1, 2013 on the Department's website at http://flhsmv.gov/html/forms-NUMBER_DMV.html.

HOUSE BILL 393

The Florida Legislature passed House Bill 393 amending section 320.771(1)(a)(2), Florida Statutes, to read "A dealer may apply for a certificate of title to a recreational vehicle required to be registered under s.320.08(9), Florida Statutes, using a manufacturer's statement of origin as permitted by s. 319.23(1), Florida Statutes, only if such dealer is authorized by a manufacturer/dealer agreement, as defined in s.320.3202, Florida Statutes, on file with the Department, to buy, sell, or deal in that particular line-make of recreational vehicles, and the dealer is authorized by such agreement to perform delivery and preparation obligations and warranty defect adjustments on that line-make." This became effective July 1, 2012.

Pursuant to the above, all models manufactured by a recreational vehicle manufacturer will be specified as a line-make.

Due to the above legislative changes, the Dealer License Section contacted 115 licensed recreational vehicle manufacturers for a copy of their dealer sales and service agreements with their authorized dealers listing the line-make(s) each dealer is authorized to sell. Dealer License Section staff requested line-make(s) assignment for 450 recreational vehicle models, from the National Crime Information Center (NCIC). Samples of Manufacturers' Statement of Origin (MSO) for each line-make assigned by NCIC was prepared and e-mailed to the recreational vehicle manufacturers. Original MSO samples were collected for our records. Staff updated the line-make code table in FRVIS and added the line-makes to the manufacturer's licenses and dealers licenses in FRVIS and also advised the manufacturers and dealers via e-mail when the task was complete. A Dealer Advisory was sent to all the recreational vehicle manufacturers and dealers.

Knowledge is Confidence!

Dealer License Section Weekly On-going Training

In 2012, the Dealer License Section began conducting weekly training sessions for staff members. This training keeps the employees up-to-speed on the licensing process and regulations which results in improved services given to both our internal and external customers. This process helps to cross-train the Dealer License Section staff on the various duties and responsibilities of the section.

Each week a different staff member discusses their work duties with their co-workers showing the various steps taken to perform each task. *(Pictured right is Carolyn Russ training the DLS staff members on the revenue process and revenue reports she generates daily.)* The staff members find this training very valuable. This on-going training ensures that the staff members are informed of legislative, procedural and system changes as well as licensing requirements and regulations.



GRADUATION!!!



Moya Johnson, OPS Senior Clerk, *(pictured left)* has graduated from Florida A & M University with a Bachelors of Science degree in journalism. She has achieved this remarkable accomplishment while working at the Dealer License Section also. This is indeed very commendable.

While pursuing her bachelors at FAMU, Moya also worked as a news producing intern at WTXL. She was a producer for FAMU TV20 and produced her own newscast and 2012 election night special. This won her immense recognition as a newscast producer.

Moya's writing and communication skills have been recognized by WCTV who immediately offered her a full time position as a news producer. This is a highly responsible job as this includes writing new stories, organizing the noon and 5:30 pm newscast and managing the news team. Her goal is to become a news Anchor and news Director. We look forward to seeing her soon live on WCTV. We are so proud of Moya and wish her more successes in her career.

The Dealer License Section held a small get together on Thursday, December 13, 2012 to celebrate and recognize Moya's achievements.

Where there is a will; there is a way. With focus, determination and dedication, anything can be achieved!

Retirements

Mary Wyche Retires

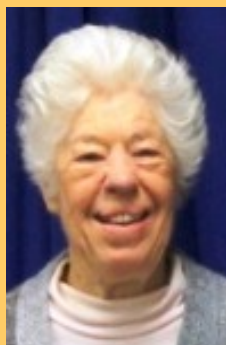
Mary Wyche (*pictured right*) retired on December 14, 2012 after 38 years of dedicated service to the Department. Mary retired as a Highway Safety Specialist in the Dealer License Section. Mary has been very dedicated and committed and has been a great team player. Mary was always willing to help and remained committed to her job until the day she retired.



The Dealer License Section organized a grand retirement luncheon for Mary in the auditorium on December 7, 2012. The event was well attended by Mary's colleagues, family and friends. Mr. Steven Fielder, Ms. Julie Baker, Ms. Felecia Ford, and staff of the Dealer License Section spoke very highly of Mary and shared their memories. Several friends and well wishers of Mary dropped by to wish her a happy retirement.

The Dealer License Section staff who have worked with Mary for several years will miss her and wish her a happy and peaceful retirement.

Lois Palmer Retires Again



Lois Palmer (*pictured left*) retired from service and had rejoined the Department. Lois has worked for the agency for 55 years. Her knowledge and expertise was invaluable. She assisted with the fingerprint results and procuring documents from the dealers for the

staffing team to make decisions. Lois was always pleasant and gave her best in anything she did. We will miss Lois very much.

Did You Know?

Bloomberg News reports that Spyker, the Dutch owner of the Saab brand of cars, sued General Motors in the U.S. for \$3 billion over claims it sought to drive the company into bankruptcy by avoiding competition in the Chinese market. The report states that Spyker feels that General Motors was standing in the way of Saab's adoption by a third parent company (China's Youngman) and thereby forcing Saab into bankruptcy.

A-Z, Guide (continued from page 2)

The A-Z Dealer Licensing Guide with detailed information arranged alphabetically with relevant Florida Statutes and Department Procedures and links was completed and posted on-line in August 2012 on the Department's website for the benefit of internal and external customers. This has enhanced the quality of customer service, as staff members are able to assist all internal and external consumers instantly and efficiently just by referring to the A-Z Dealer Licensing Guide or by assisting the customers to navigate on the Department's website. The quality of service has improved by 75% and the confidence level of staff has also improved.

By having the A-Z Dealer Licensing Guide as a quick reference tool, time spent by staff on research and answers has been saved. Customers do not have to wait or be called back to be assisted. This was an exceptionally creative and original project. The ten regional offices also benefit from the use of this A-Z dealer licensing guide. This is an ongoing saving for the Department.

Bankruptcies

SAAB Wind Down: SAAB declared bankruptcy on 12/29/2011. The Dealer license Section reached out to 14 licensed Saab dealers advising them of the discontinuation of Saab line-make due to the bankruptcy declared by Saab on 12/29/2011 and the subsequent non-renewal of the license for Saab Cars North America, Inc. The distributor license for Saab Cars North America, Inc. expired on 9/30/2012. The Department assisted the dealers with several Saab cars in their inventory purchased from Saab Cars North America, Inc., prior to 9/30/2012 with overrides.

SUZUKI Bankruptcy: Bloomberg News, reports that American Suzuki Motor Corp. has filed for Chapter 11 bankruptcy protection and said it will cease selling automobiles in the U.S. as part of a plan to restructure its business. The company, based in Brea, Calif., is the sole distributor of Suzuki Motor Co. vehicles in the continental U.S. In documents filed with the U.S. Bankruptcy Court in the Central District of California, the company estimated that its debts and liabilities range from at least \$100 million to as much as \$500 million. It also said it has between 1,000 and 5,000 creditors. American Suzuki Motor said it intends to honor all car warranties and buyback agreements and will work with its car dealerships to help them transition into parts-and-service operations. In some cases, the dealerships will be shuttered. Once it exits bankruptcy protection, American Suzuki Motor will focus on selling Suzuki motorcycles, all-terrain vehicles and marine outboard engines. The reorganized company will retain the American Suzuki Motor name, the company said.” The Dealer License Section contacted American Suzuki Motor Corp and was advised that no action was required from the Department until they get the ruling from the bankruptcy court. They said the majority of their dealers sell motorcycles. Suzuki indicated that they will keep their license for now and the dealers will not be affected in any way. Currently, there are 39 licensed dealers selling Suzuki motorcycles and 17 that sell the cars.

Links to the Dealer Handbook, Dealer, Manufacturer, Distributor and Importer Information on the Department’s Website:

- [Florida Motor Vehicle, Mobile Home, and Recreational Vehicle Dealers' Handbook](#)
- [Learn More About Dealer License](#)
- [Frequently Asked Questions - for **Dealers** of Motor Vehicles, Mobile Homes, and Recreational Vehicles](#)
- [Learn More About Manufacturer, Importer or Distributor License](#)
- [Frequently Asked Questions - Manufacturers, Importers, and Distributors of **Motor Vehicles, Motorcycles, and Low Speed Vehicles**](#)
- [Frequently Asked Questions - Manufacturers of **Mobile Homes**](#)
- [Frequently Asked Questions - Manufacturers, Importers, and Distributors of **Recreational Vehicles**](#)
- [Learn More About The Electronic Filing System \(EFS\)](#)
- [Dealer Advisories](#)
- [Licensed Dealer Training Schools](#)
- [Bureau of Field Operations Regional Offices](#)
- [Dealer License Fee Schedule](#)
- [Dealer License Renewal Schedule](#)
- [FDLE Approved Service Provider List for Electronic Fingerprints](#)
- [Brochure: Licensing Requirements for Motor Vehicle Manufacturers, Importers and Distributors](#)
- [Brochure: Licensing Requirements for Recreational Vehicle Manufacturers, Importers and Distributors](#)
- [Brochure: Licensing Requirements for Mobile Home Manufacturers](#)
- [Brochure: Licensing Requirements for Motor Vehicle, Recreational Vehicle and Mobile Home Dealers](#)
- [A-Z Dealer Licensing Guide](#)

Please visit the Department’s website for valuable information on licensing procedures and requirements at <http://www.flhsmv.gov/html/titlinf.html> and select “Dealer, Manufacturer, Distributor and Importer Information.”

Meet the Dealer License Section Staff



Pat Jordan, Senior Clerk

Pat is responsible for assisting regional offices 3, 8, and 10 with licensing requirements and FRVIS issues. Pat is responsible for conducting quality control audits on independent dealer files. She is responsible for reviewing criminal history records. Pat also organizes the section's filing system and prepares the annual retention of our records.

Carolyn Russ, Senior Clerk

Carolyn is responsible for assisting regional offices 1, 6, and 9 with licensing requirements and FRVIS issues. She is responsible for conducting quality control audits on independent dealer files. She is responsible for reviewing criminal history records. Carolyn also handles the bad check process for the regional offices and the revenue reports for the section.



TBA, Senior Clerk

This senior clerk position is responsible for assisting regional offices 2 and 7 with licensing requirements and FRVIS issues. This position is responsible for conducting quality control audits on independent dealer files. This position is responsible for reviewing criminal history records. This position also processes public records requests.

TBA, Senior Clerk

This senior clerk position is responsible for assisting regional offices 4 and 5 with licensing requirements and FRVIS issues. This position is responsible for conducting quality control audits on independent dealer files. She is responsible for reviewing criminal history records. This position also processes all incoming mail received in the section.

Continued on Page 11, please see [Meet the Dealer License Section Staff](#)

The nice thing about **teamwork** is that you always have others on your side.

Margaret Carty

Meet the Dealer License Section Staff *Continued from page 10*

Tina Porter, Highway Safety Specialist

Tina is responsible for handling the licensing and renewals of all manufacturers, importers, and distributors. She handles all of the Florida Administrative Register notices and will generate approval numbers for the regional offices. Tina is also responsible for handling the DOAH cases received which includes protests, charge-backs and terminations. She handles the recreational vehicle establishments, buy-sells and relocations without exemption. Tina also generates approval numbers for the regional offices.



Beatrice Parrish, Highway Safety Specialist

This position is responsible for handling the electronic fingerprints results from dealer applicants. This position also procures the charging and disposition documents from applicants with felony convictions and prepares the cases for staffing with our legal counsel and management. Tina is responsible for processing franchise dealer establishments, relocations and buy-sells without exemption. This position will also assist in renewals of manufacturers, importers and distributors.

All positions in the Dealer License Section assist dealer applicants, regional offices, help desk, tax collector's offices, law offices, and other state agencies with licensing procedures.

Continued on Page 12, please see Meet the Dealer License Section Staff

“Pleasure in the job puts perfection in the work.”

~ Aristotle (384BC—322BC)

Meet the Dealer License Section Staff *Continued from page 11*



Shelby Strahan, OPS Clerk

Responsible for filing all the application received in the Dealer License Section from the Regional Offices. This position also researches dealer records in FRVIS and answers calls from customers and directs them to the right person.

The Dealer License Section currently has one vacant OPS Clerk position.

Continued on Page 13, please see Meet the Dealer License Section Staff

The Department of Highway Safety and Motor Vehicles

“Driving Our Future!”

**Providing Highway Safety and Security through
Excellence in Service, Education, and Enforcement.**

A Safer Florida!

Service by exceeding expectations;
Integrity by upholding the highest ethical standards;
Courtesy by treating everyone with dignity and respect;
Professionalism by inspiring confidence and trust;
Innovation by fostering creativity; and
EXCELLENCE IN ALL WE DO!

Meet the Dealer License Section Staff, *Continued from page 12***Angela Starbuck, Supervisor**

Angie is responsible for supervising staff in the Dealer License Section and ensuring that all section functions are handled correctly. She provides assistance to the tax collectors, tag offices and the Department's Helpdesk concerning manufacturer's statement of origins and other DLS issues. Angie updates the section's forms, procedures and operating manual.

**Nalini Vinayak, Administrator**

Nalini is responsible for overseeing the Dealer Licensing Section functions. She is instrumental in recommending legislative and procedural changes to enhance the Dealer Licensing Program. She works with the Department's legal staff, ISA, and the Bureau of Field Operation's Administrators to ensure the program is working effectively and efficiently.

**Felecia Ford, Program Manager**

Felecia oversees both the Dealer License Section and the Manufactured Housing Section in the Bureau of Issuance and Oversight ensuring that both programs run smoothly and effectively.



Hope you enjoyed the ride; until next time.....

Service with a Smile

The Reflections newsletter is an annual publication created by the Bureau of Issuance Oversight's Dealer Licensing Section which reflects the challenges the section has faced and the accomplishments achieved.

Dealer License Section

Bureau of Issuance Oversight

Division of Motorist Services

Department of Highway Safety and Motor Vehicles

Neil Kirkman Building, A312, MS#65

2900 Apalachee Parkway

Tallahassee, Florida 32399-0600